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| --- | --- | --- | --- |
| CATEGORY | **10** | **6** | **2** |
| **Illustration** | Ad has a creative illustration | X | Ad has no illustration |
| **Price** | Price of item is on Ad | X | No price is listed |
| **Name of Robot** | Robot's name is displayed | X | Name of Robot was not displayed |
| **Use of at least one advertisement technique & an Audience is clearly defined** | \*Clear use of technique and an audience is defined on Advertisement.  (Does not directly state to reader what it is!) | Clear use of technique and an audience is defined on the Advertisement.  (It is directly stated on advertisement) | No clear technique is used and there is no clear audience |
| **Effectiveness/Slogan** | Ad has a creative statement encouraging consumers to purchase item | Ad has a statement encouraging consumers to purchase item | Ad does not encourage consumers to purchase the item |
| **Special Features/Qualities** | Ad has all special features and qualities of Robot | Ad has some special features and qualities of Robot | Ad does not have special features or qualities listed |
| **Spelling/Grammar** | no errors | 2-3errors | 3+ errors |
| **Neatness/Effort** | Ad is extremely neat and shows **a lot of effort** was put forth | Ad is somewhat creative and **some effort** was put forth | Ad is not very creative and **little effort** was put forth |
| **Presentation** | All group members contributed in "selling their product" to the class | A few group members contributed in selling their product to the class | Only one group member gave the presentation |

**Robot Advertisement Rubric   
 It is time to sell your Robots to the class. In your groups, design an advertisement that incorporates your robots name, special features and a slogan to grasp your audience's attention! This project is worth 130 points. You have already been awarded 40 points for researching and for building your robot!**